

SENATE BILL 198
By Fowler

AN ACT to amend Tennessee Code Annotated, Title 49, Chapter 6, Part 20 and Title 49, Chapter 6, Part 21, relative to advertisements on school buses and school property.

BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF TENNESSEE:

SECTION 1. Tennessee Code Annotated, Section 49-6-2109(e), is amended by deleting the third and fourth sentences of the subsection and by substituting instead the following sentences:

Commercial advertising shall be permitted on the sides and rear of the school bus of a size not to exceed thirty-two inches (32") in height and one hundred twenty inches (120") in length. Such advertising may be in color or black and white. The LEA may contract with an advertising broker or other independent contractor for the placement of advertisements on school buses.

SECTION 2. Tennessee Code Annotated, Section 49-6-2109(e), is amended by designating the existing language as subdivision (1) and by adding the following language as new subdivision (2):

(2) Each LEA shall adopt a policy concerning commercial advertising on school buses that complies with the rules and regulations of the state board of education. Such policy shall address the content of advertising that is appropriate for display on school buses. Commercial advertising permitted by this subsection shall not advertise alcohol or tobacco products. Commercial advertising permitted by this subsection shall not include campaign advertising as prohibited in § 2-19-144, and any such campaign advertising shall be expressly prohibited.

SECTION 3. Tennessee Code Annotated, Title 49, Chapter 6, Part 20, is amended by adding the following language as a new section to be designated as follows:

§ 49-6-2009.

(a) Nothing in this title shall prohibit an LEA from allotting space on land owned by the LEA for the purpose of commercial advertising on billboards. The LEA may contract with an advertising broker or other independent contractor for the placement of advertisements on billboards on its property. Commercial advertising permitted by this section shall not advertise alcohol or tobacco products. Commercial advertising permitted by this section shall not include campaign advertising as prohibited in § 2-19-144, and any such campaign advertising shall be expressly prohibited.

(b) The state board of education is directed to promulgate rules and regulations to effectuate the purposes of this section. All such rules and regulations shall be promulgated in accordance with the provisions of title 4, chapter 5. Each LEA shall adopt a policy concerning commercial advertising on billboards that complies with the rules and regulations of the state board of education. Such policy shall address the content of advertising that is appropriate for display on billboards on school property.

SECTION 4. This act shall take effect upon becoming a law, the public welfare requiring it.